



IT'S DIFFERENT

INSULATION BRINGS COMFORT
AND ECONOMY COMBINED

EAGLE INSULATION MAKES

This house is attractive, but you've probably seen others that you like just as well, possibly better. Yet there is *something* about this house that makes it different . . . something that is being added to more and more houses every day . . . something you've wanted to include in yours . . . something you can have in it now.

Comfort, true comfort the year 'round, is the simplest way to describe this "something." It is an advantage brought to homes through the use of Eagle Insulation in sidewalls and attic.



THIS HOUSE DIFFERENT..



The value of Eagle Insulation is recognized almost the minute the material is installed in a house. It makes no difference how large or small the house may be, or whether it is finished with clapboard, shingles, brick-veneer or stucco. True comfort the year 'round is available to every one.

THE DIFFERENCE

IT'S COMFORTABLE....

IN SUMMER, THERE'S RELIEF FROM HEAT....



Relief from sweltering heat in the summertime! That in itself explains why so many people say an Eagle-Insulated house is different. To appreciate how this is accomplished, think of the cave-like earthen cellars commonly used by farmers for storing food. The sun's heat doesn't penetrate the thick walls of dirt. Eagle Insulation in the walls and roof of a house keeps out heat in the same way as those thick dirt walls, except it does a much more efficient job. Four inches of Eagle Insulation stops heat more effectively than twelve feet of concrete.

IN WINTER, THERE'S MORE CAREFREE COMFORT....



Most all the perplexing problems of heating a house, such as drafts, exorbitant fuel bills, irregular temperatures, and other problems not so puzzling, are practically eliminated by Eagle Insulation. With this material in sidewalls and attic, your house reacts to furnace warmth much as the modern kitchen oven does to the flame or electric heating coil. The interior heats up quickly, because heat is kept inside where you want it, instead of escaping through thin walls and roof to waste itself in "the great outdoors."

LIES INSIDE....

WINTER AND SUMMER...

...EVERY ROOM...UPSTAIRS AND DOWN...IS COOL

Eagle Insulation in sidewalls and attic turns back the sun's heat—helps keep homes cool as midnight—refreshingly cool on the hottest days. Merely by closing windows during the heat of the day, and opening them at night, you can keep rooms as much as 15° cooler than outside, and upstairs temperature usually within a degree or two of downstairs. At night, full advantage can be taken of the late evening's natural freshness. Restful sleep comes more quickly to people who live in a comfortable house—and morning finds them more relaxed, better rested.



...UNIFORM TEMPERATURE...WITH LESS FUEL

The difference Eagle Insulation makes to a home in winter seems almost like magic. The whole house can be kept cozily warm. Strange as it seems, chilly floors and stairway drafts, usually due to uneven temperatures, are virtually eliminated. Upstairs rooms can be made to heat up easily without forcing the furnace. As a result, colds and similar illnesses are much less apt to occur. And best of all, this snug comfort is obtained with as much as 40% less fuel, far less labor at the furnace.



YOUR HOUSE CAN BE

HERE ARE SOME OF THE RESULTS



It's one thing to talk about somebody else's house being *different*, but it's usually quite another matter to give a home-owner specific suggestions that will make his own house more desirable without asking him to undertake some major remodeling or redecorating, or to invest quite a sum of money in the purchase of some sort of equipment.

IN SUMMER

● COOL LIVING ROOMS

Inside temperature is easily kept as much as 15° lower than outside, merely by closing windows during the heat of the day, and opening them at night. Living rooms are truly livable, because Eagle Insulation helps keep cool inside air from becoming heated.

● MORE HEALTHFUL TEMPERATURE

The more uniform coolness maintained by Eagle Insulation is healthful. Appetites are more regular. Sleep is more restful. As a result, the whole family enjoys better health.

● A DELIGHTFUL PLACE TO LIVE AND ENTERTAIN

Let the sun do its worst, Eagle Insulation helps give you a home in which you'll be proud to live and entertain your friends.

● EXTRA ROOM

Rooms next to the roof, ordinarily smothering hot, become useful when protected by Eagle Insulation, making practical playrooms, recreation rooms or extra bedrooms.

● COMFORTABLE BEDROOMS

Bedrooms, too, are more comfortable. The upstairs temperature is practically as pleasant as downstairs. Rarely is there more than 1 or 2 degrees difference.

● REFRESHING SLEEP

Because Eagle Insulation helps keep the sun's heat out during the day, you can enjoy the full benefit of night's cooler air. Restful sleep comes more quickly.



DIFFERENT . . . TOO!

THAT EAGLE INSULATION BRINGS

With Eagle Insulation, however, *your own* house can be made far more desirable, with practically none of these difficulties. There need be no building alterations, and fuel savings soon repay your investment. The more important changes Eagle Insulation produces are listed below with a few brief comments. There is at least one that will probably interest you.

IN WINTER

● SNUG WARMTH

Eagle Insulation makes a thick, efficient barrier to heat—helps keep the warmth from your heating plant inside the house where it can do its work of keeping you cozily and comfortably warm.

● NO DRAFTS

This distinctive insulation helps eliminate drafts caused by temperature differences. No more chilly ankles or shoulders. No more shivery blasts down the stairway.

● EVEN TEMPERATURES

Throughout the house, temperatures remain comparatively constant. Rapid rises or sudden drops are rare. Danger of colds and resultant more serious illnesses is minimized.

● NO COLD ROOMS

Every room, upstairs and down, can be comfortably heated. No need to shut off heat from some rooms to keep other rooms warm.

● AS MUCH AS 40% LESS FUEL

No matter what fuel you burn, Eagle Insulation should reduce your fuel bills . . . in some cases as much as 40%. Automatic heat becomes far more economical.

● LESS FURNACE LABOR

Because this superior insulating material holds the heat of your furnace inside the house for a longer time, you should not have to "fire up" nearly so often. Furnace forcing should become a thing of the past.



YEAR 'ROUND RESULTS OF EAGLE INSULATION

● REDUCES FIRE HAZARD

Because it is fireproof, Eagle Insulation in walls and roof reduces fire-hazard by forming an obstacle to the spread of fire. Prevents the flue-like action of hollow walls, which sweeps fire quickly from basement to roof in ordinary homes.

● DEADENS OUTSIDE SOUNDS

Installed in walls and ceilings, Eagle Insulation absorbs much noise which would otherwise pass through. Helps keep out the unpleasant din of street cars, auto horns and other noises.

● PREVENTS LATH MARKS

Eagle Insulation keeps walls more uniformly warm and thus helps check lath mark trouble at its source. Does much to prevent formation of unsightly stripes of dust and soot between ceiling joists, as well as between wall studs.

● LESS CLEANING AND DECORATING

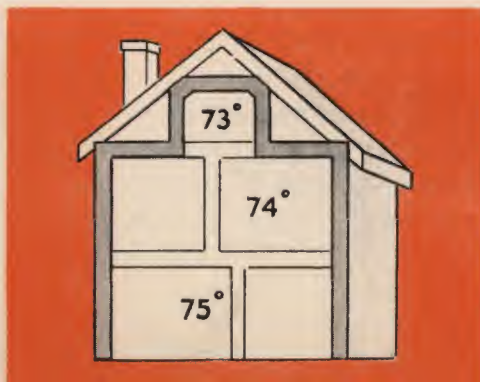
The necessity for cleaning and decorating is much less frequent in an Eagle-Insulated home because furnaces are not forced. Less fuel is burned, so there is less smoke and soot in the air to soil the furnishings.

● MORE UNIFORM TEMPERATURES

One of the most popular features of Eagle Insulation is that it helps keep upstairs rooms practically as comfortable as downstairs. Seldom is there a difference of more than one or two degrees, winter or summer.

● MORE VALUABLE HOME

The many advantages of Eagle Insulation combine to make the home far more valuable. Both rental and resale values are increased.



WHY SUCH OUTSTANDING RESULTS? BECAUSE EAGLE INSULATION IS DIFFERENT

DISTINCTIVE IN COLOR—EFFICIENT IN PERFORMANCE OUTSTANDING IN EVERY WAY

In order to achieve the amazing results outlined in the preceding pages, Eagle Insulation must indeed be something more than an ordinary insulating material. *It is.* Its many points of superiority have been proved by the results of thousands of installations, dozens of tests.

However, no thinking person wants to select insulation without a fair comparison of various insulating materials. He needs a "measuring stick" — a standard of comparison.

The following points should be used as the basis for such a comparison. We ask only that you compare Eagle Insulation with other materials on this basis — and then let the chips fall where they may.



This superior material is distinguished by its dark color and soft, fluffy texture.

- **THERMAL EFFICIENCY:** This point is most important. A material that isn't an effective barrier to heat can't possibly give satisfactory results from the standpoints of comfort and fuel savings.
- **WATER-REPELLENCY:** In the presence of high humidity or water, the insulation should be non-absorbent. If water is absorbed, the insulation loses much of its insulating value, endangers plaster, decorations and woodwork. It would tend to create an electrical hazard in case of short circuits. An insulation should be chemically stable in presence of water, so that it does not disintegrate or change form.
- **ABILITY TO HOLD POSITION:** The fibers of any fibrous insulation must be springy, resilient. Otherwise, vibration may in time cause these fibers to settle, leaving uninsulated areas where heat can leak through.
- **RESISTANCE TO FIRE:** Fire-resistive insulation, installed in walls and roofs, helps retard the spread of fire. Inflammable insulation, on the other hand, adds nothing to the safety of the home, frequently increases the fire hazard.
- **SAFETY AROUND WIRING:** An insulation which is a non-conductor of electricity offers added protection around wiring in case of short circuits.
- **WEIGHT:** Generally speaking, light weight in insulation is an indication of high efficiency, because this means that the material contains a large number of dead air cells, which form a natural barrier to heat. Light weight means also that the material will add no appreciable extra load to structural members. However, a certain mass is necessary to assure that the air cells of the material are small enough to prevent heat transmission by circulation of air.
- **DURABILITY:** You want the insulation you select to bring permanent results. It should be virtually indestructible. The first cost should be the last cost.
- **INTEGRITY OF MANUFACTURER AND CONTRACTOR:** The insulation you select should be one of established quality, backed by a reputable manufacturer. The contractor should be an authorized and approved distributor of the manufacturer — recognized for financial responsibility and dependability of workmanship.
- **EASE AND THOROUGHNESS OF INSTALLATION:** You wouldn't want to have insulation put into your house unless it could be installed without muss or fuss, without building alterations. At the same time, you want to be sure that no uninsulated spaces are left where heat might pass through, and that you get enough insulation to bring satisfactory results.

Checking insulating materials against this list will reveal their weaknesses and strong points. Few materials meet all these requirements, but EAGLE INSULATION measures up to this standard in every respect.

CHECK EAGLE INSULATION AGAINST THESE 9 POINTS!
PROOF IS ON THE FOLLOWING PAGES

NO. 1 EFFICIENCY

EAGLE INSULATION IS TRULY EFFICIENT

BUREAU OF STANDARDS SETS CONDUCTIVITY AS 0.27 AT 103° F.*

A conductivity rating on insulation is like a golf score — the lower the better. The U. S. Bureau of Standards rating for Eagle Insulation shows that the nominal four-inch thickness of this material, which is installed in walls and roofs, stops heat better than a concrete wall 12 feet thick.

**Only 0.27 British Thermal Units of heat pass through a square foot of Eagle Insulation, one inch thick, in an hour, when the temperature difference between the two sides is 1° F. (Mean temperature 103° F.)*

COLUMBIA UNIVERSITY TESTS SHOW EAGLE INSULATION MAKES DIFFERENCE OF 1582° F.

At Columbia University, an Eagle-Insulated ordinary wall panel formed one side of a furnace. The temperature inside the furnace was raised as high as 1740° and held above 1700° F. for a half-hour. The temperature on the outer side of the panel never exceeded 158° F.

COMPARISON OF COMMON BUILDING MATERIALS SHOWS SUPERIOR EFFICIENCY OF EAGLE INSULATION

This chart shows how a thick layer of Eagle Insulation compares in insulating value with thin insulating materials and thick layers of common building materials. Eagle Insulation means more comfort and higher fuel savings.



WALL-THICK EAGLE INSULATION HAS THE INSULATING EFFICIENCY OF 12 FEET OF CONCRETE

LOG OF FIRE TEST MADE UPON EAGLE INSULATING WOOL		
Duration of fire in Mins.	Temperature of Furnace	Temperature of outside surface of panel
0	85	
9	1210	83
21	1621	83
30	1700	130
39	1740	154
		158

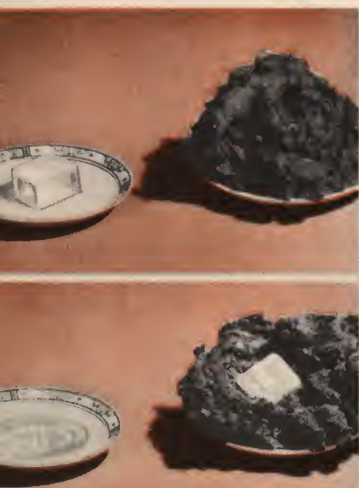
COMPARATIVE INSULATING VALUES	
WALL-THICK	
	Eagle Insulation, as applied in walls.
1"	Insulating Wallboard.
6"	Frame Wall (3/4-inch drop siding, paper, 1-inch wood sheathing, studs, 1-inch matched boards.)
8"	Brick Veneer Wall (4-inch brick, wood sheathing, studs, interior finish.)
8"	Solid Brick Wall (no finish.)
6"	Stucco Wall (1-inch stucco, wood sheathing, studs, interior finish.)

Notice the high insulating value of wall-thick Eagle Insulation! This material has many times the heat stopping ability of common types of wall construction.

TWO SIMPLE HOME TESTS WILL CONVINCE YOU

Test No. 1—Wrap a cube of ice in Eagle Insulation. Leave another cube unprotected. When the exposed cube has melted, uncover the other and examine it. It will be comparatively unaffected.

Test No. 2—Pad an inch or two of Eagle Insulation on the grill over a burner on your kitchen stove. Put one pan of water on this, another directly next to a burner. Then light the burners under both pans. The water over the wool will be scarcely lukewarm when the other boils.



No. 2 WATER REPELLENCY..

EAGLE INSULATION IS WATER-REPELLENT

UNDERWRITERS' LABORATORY TEST SHOWS EAGLE INSULATION WATER-REPELLENT

At the Underwriters' Laboratories, weighed samples of Eagle Insulation were exposed respectively to atmospheres 100% saturated with moisture and 70% saturated, at a temperature of approximately 70° F. The result of this test, in the chart at right, show that Eagle Insulation is water-repellent.

YOU CAN PROVE THIS WATER-REPELLENT FEATURE IN YOUR OWN HOME

Drop some Eagle Insulation in water. It floats, repels the water like a duck's back. Now heat the water to about 140° F., the temperature many attics reach in summer. The material still floats, showing that it remains water-repellent in service.



No. 3 ABILITY TO HOLD POSITION

EAGLE INSULATION IS NON-SETTLING

AN ARTIFICIAL EARTHQUAKE... YET IT STAYED IN POSITION

An Eagle-Insulated wall panel was built by the Eagle-Picher Research Laboratory and placed on a "bouncing machine." The machine lifted the panel and dropped it $\frac{1}{4}$ inch, 116 times per minute for 4 hours, the equivalent of having a house picked up and dropped $\frac{1}{4}$ inch 27,840 times. The settling was negligible—only fourteen thousandths of the original volume!

FEEL IT... AND YOU'LL KNOW INSTANTLY WHY IT DOESN'T SETTLE

Take a wad of Eagle Insulation in your hand. Squeeze it. Then release it. See how the pellets of fiber tend to spring back to their original size! The fibers of Eagle Insulation are resilient, not brittle. They hold their position in walls, do not break down and leave void, uninsulated spaces.



NO. 4 RESISTANCE TO FIRE

EAGLE INSULATION IS FIRE-RESISTANT... FIRE DOES NOT SPREAD THROUGH IT

A TRUE STORY OF HOW EAGLE INSULATION SAVED A LARGE APARTMENT

These photographs illustrate how Eagle Insulation checked what might have been a disastrous apartment fire. The beautiful building in the large photograph is the Parkway Towers Apartment, East Yonkers, N. Y. Only a few months after Eagle Insulation was installed in the roof, crossed wires above the insulation started a spectacular fire. Seventy-five families fled from their apartments. The whole building seemed doomed to ruin. However, a 4-inch layer of Eagle Insulation between the roof and the top-floor ceilings kept the roaring blaze from spreading to the apartments. The flames were quickly brought under control. As shown by the pictures, the roof was almost completely destroyed, but the fire stopped at the edge of the insulation, and the ceilings inside were not even scorched. Eagle Insulation gives this same type of protection against fire in any building where it is installed. It has proved its fire-retarding value over and over again, both in laboratories and in actual service.



ANOTHER ACTUAL EXPERIENCE... THIS HOME PROBABLY WOULD HAVE BEEN DESTROYED IF NOT FOR EAGLE INSULATION

At 4 o'clock one morning, the electric clocks in the home of H. K. Hummel, Cleveland Heights, Ohio, stopped. Lightning had struck the house in a violent storm. Over an hour and a half later, the fire department was called to extinguish a fire at this residence. Evidently the blaze had started at 4 o'clock, but Eagle Insulation had confined it to the area immediately beneath the roof. D. H. Heidy, Captain of the Fire Department, says, "We were able to extinguish the fire with only slight damage, but had there not been any insulation in the house, it would no doubt have been reduced to hardly more than a pile of ashes."





SEE THIS SEVERE TEST..

Any Eagle Insulation contractor's representative will be glad to show you this test. A layer of the material is placed in the hand, and the flame of a blow-torch focused upon it. The wool does not ignite, proving that it is non-combustible. Although the insulation becomes red hot, the demonstrator can scarcely feel the heat.

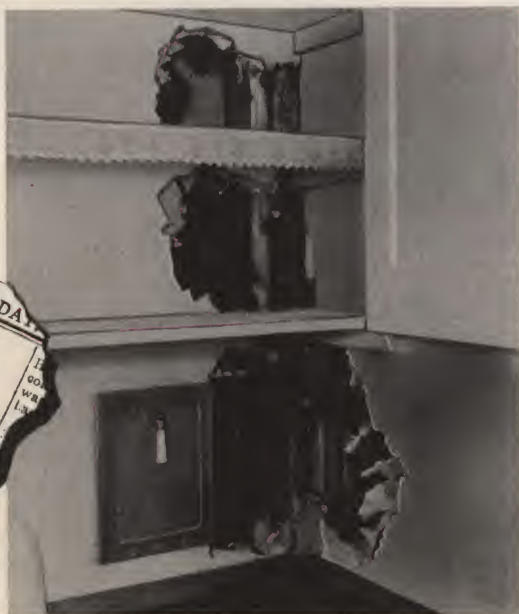
CITY BUILDING BUREAUS APPROVE EAGLE INSULATION AS FIRE-RETARDER AFTER COLUMBIA UNIVERSITY TEST

Representatives of the Bureau of Buildings of the City of New York were witnesses to the test described on page 10, in which an ordinary Eagle-Insulated wall panel formed one side of a furnace. The temperature inside the furnace was maintained at 1700° F. or above for a half-hour. Inside the furnace, the plaster fell away completely, revealing wood lath completely destroyed and studs charred to $\frac{2}{3}$ of their depth. Outside, neither lath nor plaster was harmed—proof that fire does not spread through Eagle Insulation.

As a result of this test, the Bureau of Buildings gave its full approval to the use of Eagle Insulation "where fire-retarding is required under the provisions of the Building Code and Multiple Dwelling Law". Similar acceptance has been granted by other civic agencies such as the Building Department of the City of Boston and the Board of Tenement house Supervision of the State of New Jersey.

AN OVERHEATED INCINERATOR STARTED THIS MICHIGAN BLAZE... EAGLE INSULATION CAME TO THE RESCUE

An incinerator in the home of C. M. Carson, Ferndale, Mich., became overheated, and the nearby wall timbers caught fire. Between them, however, was a thick layer of fireproof Eagle Insulation. The blaze was confined to the area immediately surrounding its origin. Fire Chief D. D. Post states, "... Eagle Insulation absolutely held the fire within a small confined space, and prevented serious loss or danger to the property because of its fireproof qualities." The illustrations below show the effective manner in which Eagle Insulation confined the fire.



No. 5 SAFETY AROUND WIRING

EAGLE INSULATION IS A NON-CONDUCTOR OF ELECTRICITY
... GIVES EXTRA SAFETY MARGIN



Simple test to prove non-conductance

UNDERWRITERS' LABORATORY TEST SHOWS NON-CONDUCTANCE

Tests by unbiased authorities have proved that Eagle Insulation is a non-conductor of electricity. Even after exposure to moisture-saturated air for 200 hours, it took 61,000 volts to break down the material! The Underwriters' Laboratories found that Eagle Insulation complied fully with requirements of the National Electrical Code. In other words, it is not only safe to use around wiring, but actually serves as a safeguard.

No. 6 WEIGHT

EAGLE INSULATION IS THE CORRECT WEIGHT FOR SUPERIOR EFFICIENCY
... NO STRAIN ON CONSTRUCTION MEMBERS



Take a handful of Eagle Insulation and see how soft and light it is. Even a good-sized handful weighs only an ounce or two!

Hold one of the tiny pellets in front of a lamp and you'll see why it is so light — it is literally "honey-combed" with the tiny dead air pockets so necessary for stopping heat. There's not enough weight to strain structural members, and yet the material has the necessary mass to hold itself in position.

No. 7 DURABILITY



EAGLE INSULATION LASTS A "HOUSE-TIME"

Eagle Insulation is as durable, as permanent as the selected minerals from which it is made. It does not lose its efficiency. It is fireproof. Water does not cause it to deteriorate. It offers nothing edible to rats, mice, termites, or other vermin. In short, when Eagle Insulation is installed in the walls and roof of your home, it will help keep you comfortable and save fuel as long as the house stands.

NO. 8 INTEGRITY OF MANUFACTURER AND CONTRACTOR

EAGLE INSULATION IS MADE BY EAGLE-PICHER . . . A COMPANY WHOSE REPUTATION FOR DEPENDABLE PRODUCTS DATES BACK TO 1843

Since its humble beginning in 1843 as one small plant, Eagle-Picher has seen thirteen major panics and depressions, four significant wars. Yet today finds this company among the world's large manufacturers, operating twelve plants at strategic points throughout the country, and directly or indirectly serving virtually every American home and industry with its products.



This remarkable record means two things of vast importance to you. First, Eagle Insulation and all other Eagle products can be depended upon. Second, every pound of Eagle Insulation is backed by a large, well-established manufacturer, a company which has pioneered in insulation and fully succeeded in meeting the high standards upon which the firm was founded.

It is Sold and Installed by Experienced Contractors Selected for Their Competence and Integrity . . .

When you sign an order for an Eagle Insulation job, you may do so with the assurance that the contractor who does this work is honest and upright in the discharge of his business obligations. He was selected by Eagle-Picher only after investigation proved that he met the strictest requirements for competence and integrity. The contractor's installation crew is trained especially for this work. They leave no part of their job undone. They take pride in being clean and neat, and take scrupulous care to leave your home just as spotlessly clean as they find it.

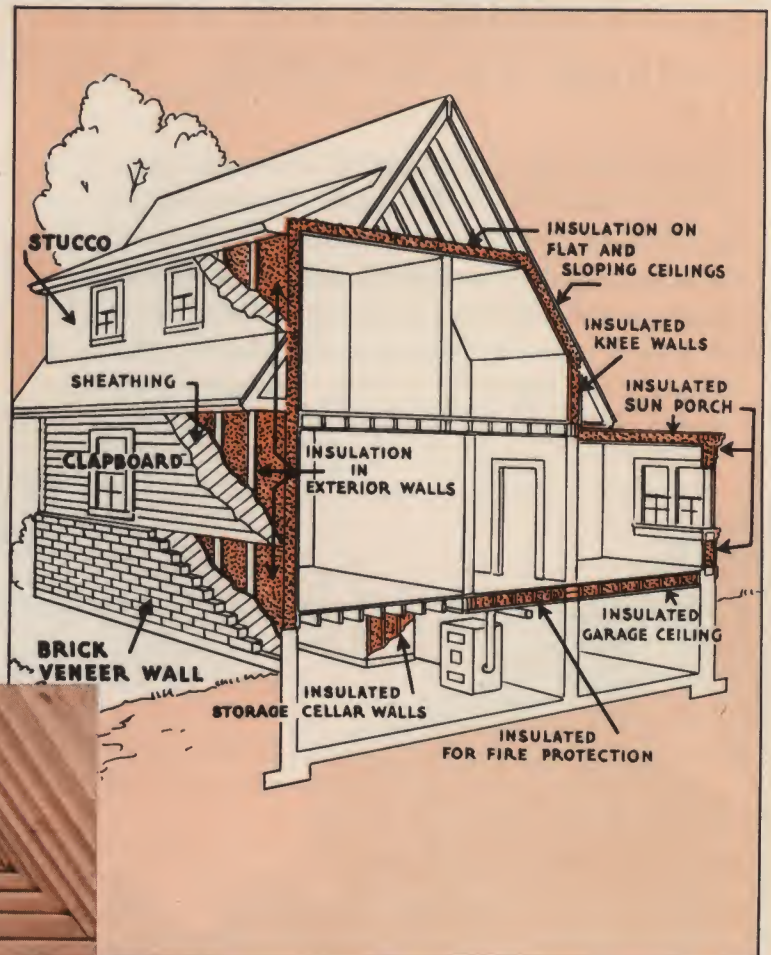


No. 9 EASE AND THOROUGH

EAGLE INSULATION IS QUICKLY INSTALLED

INSTALLED IN ANY BUILDING ... OLD OR NEW

The method of installing insulation is important to you. It may mean all the difference between satisfactory results and unsatisfactory, or all the difference between a neat, clean job and one that turns your house topsy-turvy with confusion. Eagle Insulation is simply blown into walls and roofs through a hose, by a patented pneumatic method. Whether your home is old or new makes no difference. There is no muss or fuss, and no building alterations are necessary.



MODERN METHODS ASSURE AN EFFICIENT INSULATION JOB

Eagle Insulation is often called a "fill" insulation because it *fills* hollow wall and roof spaces. The patented pneumatic process of installation makes this possible. The hose directs the material into every nook and corner where heat might possibly leak into the house in summer or out in winter. Spaces which are difficult or impossible to insulate by any other means are easily insulated by blowing. Thus this method assures you of the maximum in comfort and fuel savings for your home.

NESS OF INSTALLATION ...

BY PATENTED PNEUMATIC METHOD...

...NO MUSS OR FUSS..NO BUILDING ALTERATIONS

NEATNESS, CLEANLINESS AND CARE ARE BYWORDS ON EVERY EAGLE INSULATION JOB...

SELDOM NECESSARY TO ENTER LIVING QUARTERS

Imagine for a moment that your own house is being insulated with Eagle Insulation. An attractive truck brings the material to your house. Then a neatly-dressed crew starts to work immediately. To insulate the attic, the hose is brought in through a vent, window, trap-door or other convenient opening, and the fluffy insulation is then blown between joists. Walls are insulated just as easily, openings being made in just enough places so the entire wall space can be filled. The complete job is usually done from the outside.

NO CHANGE IN APPEARANCE OF THE HOME

Throughout the job, every care is taken to see that your home is left just as spotlessly clean as it is found. Even the lawn and flower beds are protected by drop cloths. Openings in sidewalls are skilfully repaired. Scarcely a visible trace is left behind. But what a difference inside! Comfort and fuel economy are now just as much a part of the house as the foundation.

IN ALL TYPES OF HOMES... FRAMES, BRICK AND STUCCO

No matter whether your home is new or old, you may enjoy the comforts that insulation brings. Eagle Insulation is installed effectively in all types of homes—frame, brick-veneer, stone-veneer, stucco or shingle-sided.





EAST OR WEST... RESULTS ARE THE SAME

Rancho Santa Anita home of Norman Chandler, Los Angeles, Calif. Mr. Chandler states, "With the protective blanket of your material around our home, we are assured of warmer rooms in the winter and a cooler temperature in the home during summer months. Every claim has been substantiated."



THIRD FLOOR ROOMS COOL

Home of W. F. O'Connor, Syracuse, N. Y. Mr. O'Connor says, "... during the summers our third floor rooms are as cool and comfortable as those on the first and second floors ... fuel bills show a marked saving."



KEEPS TOP FLOORS MORE COMFORTABLE

Dithridge Apartments, Pittsburgh, Pa., insulated with Eagle Insulation. Notice blowing hose extending from truck to roof. The thick layer of mineral wool in the upper-floor ceiling now helps keep top-floor apartments truly comfortable.



"... SAVED MORE THAN \$800 THE FIRST YEAR

The Plamore Billiard Parlor, Omaha, Neb. Joseph Marfisi, owner, says of Eagle Insulation: "It enabled me to put in a 20 ton cooling system instead of a 25 ton, and saved me 25c per hour on operating this system. I paid you \$800 ... I saved more than that the first year."



"WE ARE MAKING A 48% FUEL SAVING ..."

Harold Goodwin, owner of this Concord, N. H. home, reports that Eagle Insulation has made possible a 48% fuel saving, and adds, "... more important to us, we have a very comfortable home, both summer and winter."



CLEANING TROUBLE MINIMIZED

"There is no doubt in my mind but that the infiltration of dust and dirt has been definitely checked." — Wilbur Graeter, Mariemont, Ohio.



A 35% CUT IN FUEL BILLS

This building, in St. Louis, Mo., owned by the Missouri Botanical Gardens, was recently insulated with Eagle Insulation. Concerning results, the owners' representative writes, "Eagle Insulation has resulted in a fuel saving of approximately 35%."



INEXPENSIVE TO HEAT THIS HOME

Luxuriously appointed home of J. M. Smith, in the Druid Hill section of Summit, N. J. Mr. Smith states, "The cost of heating my home, including hot water, with oil, over a 12-month period, was \$144."



WARMER... NO FROZEN PIPES

Theodore Tobish, of Trenton, N. J., makes the following comments about the results brought by Eagle Insulation: "The bathroom is very much warmer ... no frozen pipes. Before, it was impossible to keep the servants' quarters warm, even with an extra oil heater. The oil heater is no longer necessary."

THOUSANDS OF HOMES DIFFERENT BECAUSE

Read these typical comments

Thousands of home and building owners, from all parts of the country, have written letters of praise about Eagle Insulation to the contractors who installed it for them, and also to the manufacturer of the material. Some are enthusiastic about one result, some another—but they unanimously express the feeling that Eagle Insulation has fulfilled their fondest expectations.

A representative cross-section of these owner's opinions is shown here. Check over them. You will



TENANTS ARE MORE COMFORTABLE

Charles W. Bartley, of the Bronxville Lodge, Bronxville, N. Y., in writing about the insulation of this building, writes, "... not one complaint about insufficient heat. This ... together with a drop of 7° to 10° in the temperature of the top floor apartments during summer, means satisfied tenants."



MORE INCOME FROM THIS BUILDING

Highlawn Apartments, Madison, Wis., formerly the home of Marcus Ford, actor. Speaking of Eagle Insulation, its present owner, Dr. J. P. West, reports, "I appreciate the vast difference in comfort and fuel saving for the building, three apartments of which we would have been unable to utilize without it."



WEEK-END COTTAGE NOW EASY TO HEAT

Joseph T. Nist, Sheriff, Stark County, Ohio, says, "Before insulating, we were unable to keep warm, even in moderate weather. Since insulation, we have never, even in severe weather, been able to keep the fuel valve over 50% open without becoming uncomfortably warm."



"THE BUILDING HOLDS THE COOL AIR"

Margaret Day, Manager of Dome Theatre, Lawton, Okla., says of Eagle Insulation, "... improved the sound at least 25% and has saved at least one-third of the heat bill. Now, starting the cooling system, we use only one fan with an ordinary full house and can turn that off part of the time as the building holds the cool air."



"OUR HOME IS 12° COOLER..."

Mrs. W. A. Cochran, who lives in this home in San Antonio, Tex., reports, "We kept a record of indoor and outdoor temperatures prior to and after the installation ... found our home to be 12 degrees cooler with your insulation in our attic."

AND BUILDINGS ARE OF EAGLE INSULATION from owners like yourself...

find that the actual experiences of these people fully substantiate the description of Eagle Insulation given in this book. And as you read these comments, bear in mind any difficulty you may have in keeping your own home as comfortable as you'd like it. It is reasonable to assume that Eagle Insulation can do the same wonders for your house that it has done for so many others. It is probable that some of your own neighbors have Eagle Insulation in their homes. Your Eagle contractor will be glad to give you their names.



"DEADENS OUTSIDE SOUNDS..."

Wm. R. Pool, owner of this home in Sharon, Pa., comments, "Drafts ... have been stopped, and the rooms are much more easily heated. Then, too, the insulation deadens outside sounds."



UNIFORM TEMPERATURES THROUGHOUT

St. Joseph's Hall, Appleton, Wis. Father Cypryan Abler writes, "The temperature, which before varied ten degrees, now varies only two degrees on the two floors, and considerably more comfort is felt."



UNIFORM HEAT... DRAFTS ELIMINATED

Theodore J. Asmus, Jr., Sioux City, Ia., writes, "We have enjoyed a much more evenly heated house, particularly upstairs, where we now have no trouble keeping temperature same as downstairs, without the usual drafts."



THOROUGHLY AND CAREFULLY INSTALLED...

Seymour I. Amster, of Shaker Heights, Cleveland, Ohio, writes, "I am very happy with your product and the careful and thorough manner in which it was installed ... convinced that Eagle Insulation is superior."

YOU'VE SEEN EVIDENCE OF THE RESULTS... ... NOW LOOK AT EAGLE INSULATION

AS AN INVESTMENT

1

Eagle Insulation is one of the surest investments you can make. It soon repays its cost in fuel savings, often in four years, thus returning as much as 25% on your money! And it continues to pay these same fuel savings for a "house-time", because it is a permanent investment. Moreover, it makes your house far more valuable, whether you live in it, rent it, or sell it.



AS AN ECONOMY

2

Even if you don't have insulation in your home, you are paying out many times its cost in the expensive heat which wastes itself through uninsulated walls and roof every winter. Because it is an efficient barrier to heat, Eagle Insulation helps stop this waste, makes homes easier to heat. No matter whether you burn coal, coke, wood, oil or gas, Eagle Insulation can save you as much as 40% on your fuel bills!



FROM THE STANDPOINT OF HEALTH

3

Because Eagle Insulation in the sidewalls and attic or roof of your house helps eliminate common causes of drafts and rapid rises or drops in house temperature, it means comparatively healthful and draft-free, uniform comfort the year 'round . . . fewer colds, better health to you and yours. Parents, especially, often feel that this advantage alone justifies installing Eagle Insulation.



POSITIVE PROOF OF EAGLE'S SUPERIORITY FROM THESE VIEWPOINTS...

FROM THE STANDPOINT OF SAFETY

4

Eagle Insulation cuts the fire hazard almost to a minimum, because it is non-combustible and flames do not spread through it. It has saved thousands upon thousands of dollars, given added protection to thousands of human lives. Many fire chiefs, authorities on fire prevention and civic building departments endorse it whole-heartedly.



FROM THE STANDPOINT OF COMFORT

5

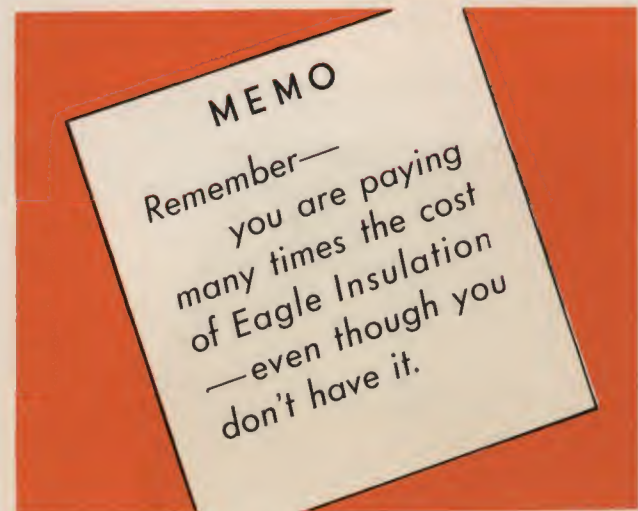
With Eagle Insulation in walls and roof, weather need not seriously affect the comfort of your house. In winter, you do not have to tolerate shivery bedrooms, drafts, uneven temperatures, unheated rooms. In summer, you can keep the sweltering sun from making an oven out of your house. Eagle Insulation helps you obtain the *real* comfort you have always wanted.



AND HOW ABOUT COST?

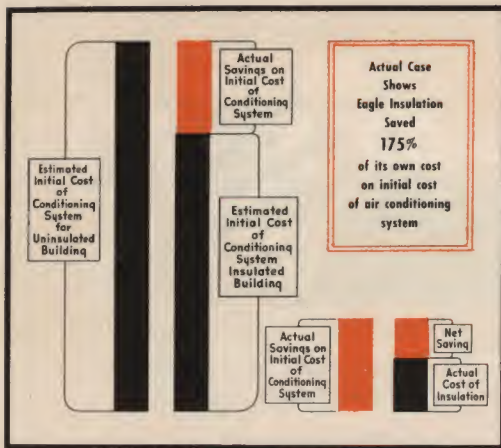
6

The exact cost of Eagle-Insulating your home depends, of course, upon the area to be insulated and the labor necessary to do the work. Some houses can be completely insulated for as little as \$7.50 a month, or even less, while others cost more. The best way to find out is to consult the local Eagle contractor. His name is on the back of this book, and he will be glad to give you a free estimate without obligation.



TAKE A TIP FROM COMMERCIAL BUILDING OWNERS

Here are Typical Examples of How Eagle Insulation Brings Both Savings and Profit



INSULATION CUT INITIAL COST OF AIR-CONDITIONING MACHINERY \$3,260

The office building of a large refinery in the Southwest was to be air-conditioned. Bids for conditioning revealed that, if Eagle Insulation were installed first, it would make possible a saving of \$3,260 in the initial cost of air-conditioning machinery. This proposal was accepted. The installation of Eagle Insulation cost only \$1,860. In other words, the insulation immediately saved nearly twice its cost. According to reliable estimates, it also made possible an annual saving of approximately 33 $\frac{1}{3}$ % on operating expense.

THEATRE GETS BIG DIVIDENDS FROM EAGLE INSULATION

This chart shows the results obtained from Eagle Insulation in the Paramount Theatre, Montgomery, Alabama, seating capacity 1500. These results were figured after the insulation had been installed for about one year.

RESULTS OF EAGLE INSULATION

1. Reduced season's cost of electricity used for refrigeration by \$941, or nearly 40%.
2. Made it possible to keep theatre cool on hottest days. This could not be done before insulation.
3. Decreased necessary operating time of refrigeration machinery.
4. Reduced repair bills. Increased anticipated life of air conditioning machinery approximately 50%.
5. Reduced cost of carbon dioxide refrigerating gas \$120 per cooling season.
6. Cut fuel consumption 24 tons during winter season.



KEEPS TENANTS SATISFIED IN HOT WEATHER . . . CUTS FUEL BILL 30%

Mr. P. A. Beil, owner of this attractive apartment building, writes, "In summertime, we were faced with the problem of keeping the two top floors rented . . . Eagle Insulation solved this problem . . . and in the winter-time it decreased our fuel bill approximately 30%."

*West Haven Apartments,
Tulsa, Oklahoma*

IT COSTS YOU MONEY TO BE UNCOMFORTABLE!

Now is the time to insulate, before you spend more money for heat that is wasted, or spend another month in discomfort. No matter what the season, it seems needless to go any longer without the advantages of insulation, especially when you realize that your investment starts coming back to you the minute you begin heating your house.

The question of expense need scarcely enter the picture. You can have insulation installed almost immediately, without paying a cent for another sixty days. Then, you can have as long as three years to pay—in small monthly sums—and your fuel savings can actually be used to help you pay.

Many homes are insulated for as little as \$7.50 a month. Yours may cost more, it may cost less. Why not find out today or tomorrow exactly what it would cost? Just phone the contractor whose name is on the back of this book. He will be glad to make a free estimate and also tell you just what fuel savings and other results you can reasonably expect. There's no obligation for this service.

REMEMBER, IT COSTS MORE TO GO WITHOUT INSULATION THAN TO HAVE IT!

Here are nine of the twelve plants owned and operated by Eagle-Picher. Every pound of Eagle Insulation is backed by this large concern, which has been in business since 1843.



EAGLE-PICHER PLANTS



Henryetta, Oklahoma



Hillsboro, Illinois



Argo, Illinois



Joplin, Missouri



Galena, Kansas



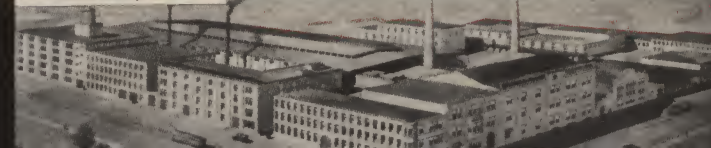
Picher, Oklahoma



E. St. Louis, Illinois



Newark, New Jersey



Cincinnati, Ohio



MODERN HOME AND BUILDING INSULATORS

DIV. GUEST & VIVIANO

827-837 Dryades Street

New Orleans, La.

Phone Raymond 4092

Ask about our Deferred Payment Plan

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